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L&M Testing 100mm Larks Out West

A 100mm version of its Lark cigarette will be introduced by Liggett & Myers Inc. later this month for market tests in five western states — California, Oregon, Washington, Nevada and Arizona.

"The Lark 100's will fill the need in the 100mm market for a charcoal granule filter cigarette." L&M's president, Milton E. Harrington, said. "While many brands now have 100mm line extensions, there is no 100mm cigarette which has the unique feature of Lark's Gas-Trap filter."

Lark has been the subject of an especially heavy advertising campaign recently emphasizing the Lark filter's ability to trap the gaseous phase of cigarette smoke as well as tar and nicotine. The promotional drive followed recent press reports that scientists looking for a possible link between smoking and disease now suspect the gaseous portion of cigarette smoke rather than tar and nicotine of having a toxic effect on human organisms.

Current Lark advertising copy states: "By now you should know that cigarette smoke is more than just 'tar' and nicotine. That all cigarette smoke contains gases as well. By now you should also know that only Lark has the Gas-Trap filter and that Lark's unique filter actually reduces certain harsh gases more than any other filter on any other popular brand."

Packaging for the 100mm Lark is

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an extension of the red and white Lark 85mm package.

Newspapers in the test market area are already carrying ads for the new cigarette.

Advertising in the western regional editions of "Life," "Look" and "TV Guide" will get under way in late August.

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